

MULTI-CHANNEL AND HYBRID FORMAT PRESS CONFERENCE

“TAKE IT SLOW - FVG in Movimento 10.000 passi di salute: the sustainable development of a territory through the enhancement of new smart and slow tourism experiences”

Deliverable Number D2.2.3

Final Version of 06/2023

WP 2 PROJECT COMMUNICATION

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 2
Work Package Title: Project Communication
Activity Number: 2.2
Activity Title: Media relations
Partner in Charge: PP2/SKC
Partners involved: PP5 PTFVG
Status: Final

On the 20th of June 2023 PP5/PTFVG organized, at Hotel President Conference Centre, in Lignano Sabbiadoro, a multi-channel and hybrid format press conference with the purpose to present activities and final results of the project.

All participants received the new gadgets PP5 produced for this occasion as the backpack and the pile in addition to the promotional brochure.

PTFVG also organized a translation service from Italian to English and a live online broadcast to allow even distant partners and those who could not be present, to participate in the conference.

INVITATION



Interreg Italy - Croatia TAKE IT SLOW 

SLOW AND ACCESSIBLE TOURISM 

PROMOTURISMOFVG e FEDERSANITA' ANCI FVG
Are pleased to invite you to the event:

"TAKE IT SLOW - FVG in Movimento 10.000 passi di salute: the sustainable development of a territory through the enhancement of new smart and slow tourism experiences"

 **WHEN:** Tuesday 20 June 2023 - at 11:00 a.m.

 **WHERE:** Hotel President - Viale della Pittura, 9 Lignano Riviera - Lignano Sabbiadoro (UD)

European Regional Development Fund 



Interreg Italy - Croatia TAKE IT SLOW 

SLOW AND ACCESSIBLE TOURISM 

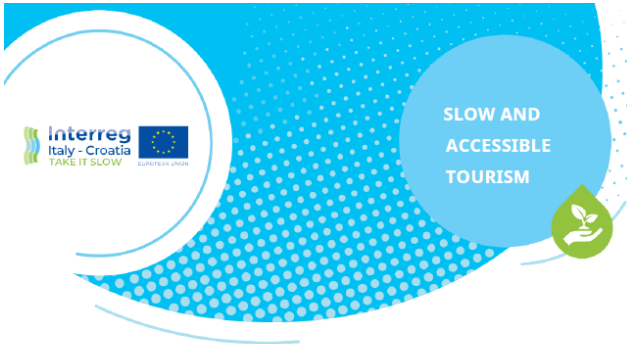
It is with great pleasure that we invite you to the final event of the **Project "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" - TAKE IT SLOW** developed within the INTERREG V-A Italy-Croatia 2014 program. - 2020

The project, which has as its main objective the promotion of the Adriatic Region as a smart, green, sustainable and accessible cross-border tourist destination, has allowed the enhancement of the 78 routes of the territorial project "FVG in Movimento 10,000 health steps" and of the 91 municipalities in which they develop.

Cross-border cooperation and dialogue with other partners have been fundamental for rethinking the communication and promotion strategies of the territory in an innovative way with a view to sustainability, inclusion, slow tourism and well-being.

European Regional Development Fund 

AGENDA



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ONLINE: https://us06web.zoom.us/join/https://us06web.zoom.us/join/register?wn_jd_vRFcBTmqGd3r8NZMbrQ



AGENDA

Project presentation "TAKE IT SLOW: activities carried out and final results"
Alessia Del Bianco Rizzardo PTFVG

Presentation of the local project "FVG in Movimento 10,000 healthy steps"
Tiziana Del Fabbro Federsanità ANCI FVG
Luana Sandrin Direzione Salute FVG

Slow Tourism, Slow Food and Slow Medicine: a new opportunity for sustainable development

Siro Carniello - Slow Medicine Network
Marino Corti - Condotta Slow Food Carnia e Tarvisiano

European Regional Development Fund



European Regional Development Fund



PICTURES



PRESS REVIEW

SEZIONI | CERCA

Messaggero Veneto

VETRINA | ABBONATI | ACCEDI

CONTENUTO PER GLI ABBONATI PREMIUM

TURISMO LENTO

Diecimila passi per stare in salute e scoprire il territorio: 78 percorsi in regione

Sono 460 i chilometri totali dei percorsi che coinvolgono i 91 comuni aderenti all'iniziativa con Federsanità Anci Fvg

SARA DEL SAL

20 Giugno 2023 alle 21:55 | 2 minuti di lettura



La presentazione del progetto sostenuto dalla Regione e coordinato da Federsanità Anci, Promoturismo e i Comuni coinvolti

QUESTO ARTICOLO È RISERVATO A CHI HA UN ABBONAMENTO

VIDEO DEL GIORNO

In attesa di risposta da www.facebook.com...

Messaggero Veneto